## ORDER

Orders	Order / Rev:	106917		
	Alt Order#:	06854974	<del></del>	412
	Product Desc:	DSCC IE	_	
	Estimate:	1848	_	KSNV
	Flight Dates:	09/25/12 - 10/01/12	Primary AE:	Amy McCreary
	Original Date / Rev:	09/21/12 / 09/24/12	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region:	National
Agency	Name:	Great American Media		
	Buying Contact:		— Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		1010 Wisconsin Ave. NW	— Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	Democratic Senatorial Campaign Co	or So Nseet	
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLI2,PLI1	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PISSUE, GEN	Agency External ID:	

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	57	\$75,200.00	\$63,920.00
10/01/12	10/01/12	15	\$12,950.00	\$11,007.50

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	57	\$75,200.00	\$63,920.00	0.00
October 2012	15	\$12,950.00	\$11,007.50	0.00
Totals	72	\$88,150,00	\$74,927,50	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	23%	\$88,150.00
Market	100%	\$383 260 87

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$103,480.43
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	23%	\$88,150.00
KTUD	1%	\$3,832.61
KVVU	19%	\$72,819.57
KVWB =	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$26,828.26

,	Ln	Ch	Start	End	Inventory Code		Start/End Tin	ne Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
	E 1	KSNV	09/25/12		M-F 5-6a WakeUp w/ M-F 5-6a WakeUp w/		5-6a	MTWTF	:30	3	\$600.001	0.00 NM	3	\$1,800.00
		WAKE (	JP WITH <mark>1</mark>											
		Star	<u>t Date</u> <u>E</u>	End Date	Weekdays Spe	ots/Week	<u>Rate</u>	Rating						

Print Date: 09/25/12 08:19:48 Page 2 of 5

KSNV

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106917

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09/25/12 - 10/01/12

Estimate:

1848

DSCC IE

P. A. MONDA COLORADO	id Inventory Co	de Break	Start/End	Time Days	Len Spe	ots	Rate Pri	Rtg Type S	Spots	Amount
		eUp w/Wa@M :eUp w/Wagners	5-6a	MTWTF	:30	3	\$600.001	0.00 NM	3	\$1,800.00
WAKE UP WITH THE  Start Date End  Week: 09/25/12 10/0	<u>Date</u> <u>Weekdays</u>	Spots/Week	· · · · · · · · · · · · · · · · · · ·	Rating 0.00						
E 2 KSNV 09/25/12 10/	01/12 M-F 6-7a Wak M-F 6-7a Wak		6-7a	MTWTF~-	:30	3 \$	1,000.001	0.00 NM	3	\$3,000.00
WAKE UP WITH THE Start Date End	WAGNERS <u>Date Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/25/12 10/0 E 3 KSNV 09/25/12 10/0		CM	\$1,000.00 658a-9am	0.00 MTWTF	:30	2 \$	1,500.001	0.00 NM	2	<b>\$3,00</b> 0.00
TODAY SHOW Start Date End	Date <u>Weekdays</u>	Spots/Week		Rating						
Week: 09/25/12 10/0 E 4 KSNV 09/29/12 09/2		у СМ	\$1,500.00 7a-9am	0.00 s-	:30	1	\$625.001	0.00 NM	1	\$625.00
SATURDAY TODAY <u>Start Date</u> <u>End l</u>	·	Spots/Week	<u>Rate</u>	<u>R</u> ating				i		
Week: 09/24/12 09/30 <u>Spot Ch Date Range</u> 1 KSNV 09/24/12-09/30	<u>Description</u>		t/End Time		eekda <u>ys</u>	Leng		Rtg Type		
See MG 4.2 [PGM CHG = 5A-6		7a-9	ram		Sa	- :3	30 ( <del>\$625.0</del> 0)	) 0.00 <i>NM</i>		
2 KSNV 09/29/12-09/29		OFF 5a-4	.59a (	5:00 AM-6:00 A	Sa	- :3	30 \$625.00	ми об.о (		
E 5 KSNV 09/30/12 09/3		CM	7a-8am	S	:30	1	\$500.001	0.00 NM	1	\$500.00
TODAY ON SUNDAY  Start Date End I  Week: 09/24/12 09/30		Spots/Week	<u>Rate</u> \$500.00	Rating 0.00				-		
E 6 KSNV 09/25/12 10/0	01/12 M-F Today Sho M-F Today Sho		9-10a	MTWTF~~	:30	2	\$900.001	0.00 NM	2	\$1,800.00
TODAY SHOW II  Start Date End I  Week: 09/25/12 10/01		Spots/Week 2	<u>Rate</u> \$900.00	Rating 0.00						
E 7 KSNV 09/25/12 10/0		w III 4th 18M	10am-11am							
I CHAY SHOW III		ſ		MTWTF	:30	3	\$450.001	0.00 NM	3	\$1,350.00
TODAY SHOW III <u>Start Date</u> <u>End [</u> Week: 09/25/12 10/01		Spots/Week	Rate \$450.00	Rating	:30	3	\$450.001	0.00 NM	3	\$1,350.00
Start Date         End I           Week: 09/25/12         10/01           E 8 KSNV 09/25/12         10/0	/12 MTWTF		<u>Rate</u> \$450.00 11am-12pm	Rating 0.00	:30		\$450.001 \$325.001	0.00 NM	3	\$1,350.00 \$975.00
Start Date   End I	/12 MTWTF 1/12 Rachael Ray Rachael Ray  Pate Weekdays	Spots/Week 3 CM Spots/Week	\$450.00 11am-12pm Rate	Rating 0.00 MTWTF						
Start   Date   End	/12 MTWTF 1/12 Rachael Ray Rachael Ray  Pate Weekdays /12 MTWTF	Spots/Week 3 CM	\$450.00 11am-12pm	Rating 0.00 MTWTF		3				
Start Date   End I	/12 MTWTF 1/12 Rachael Ray Rachael Ray  /12 Weekdays /12 MTWTF 1/12 Noon News Noon News  // Oate Weekdays	Spots/Week 3 CM Spots/Week 3 CM Spots/Week	\$450.00 11am-12pm Rate \$325.00 12-1230pm	Rating 0.00  MTWTF  Rating 0.00  MTWTF	:30	3	\$325.001	0.00 NM	3	\$975.00
Start Date   End I	/12 MTWTF  1/12 Rachael Ray Rachael Ray  /12 Weekdays /12 MTWTF  1/12 Noon News Noon News  /14 Weekdays /15 MTWTF  /14 Weekdays /14 MTWTF	Spots/Week 3 CM Spots/Week 3 CM Spots/Week 3 CM Spots/Week 3 es CM	\$450.00 11am-12pm Rate \$325.00 12-1230pm	Rating 0.00  MTWTF  Rating 0.00  MTWTF	:30	3	\$325.001	0.00 NM	3	\$975.00
Start Date	/12 MTWTF  1/12 Rachael Ray Rachael Ray  /12 Weekdays /12 MTWTF  1/12 Noon News Noon News  /12 Weekdays MTWTF  1/12 Days of our Live Days of our Live  // Date Weekdays  // Days of our Live // Days of our Live // Date Weekdays	Spots/Week 3 CM Spots/Week 3 CM Spots/Week 3 es CM es Spots/Week	\$450.00 11am-12pm Rate \$325.00 12-1230pm Rate \$425.00 1258p-2pm	Rating 0.00  MTWTF  Rating 0.00  MTWTF  Rating 0.00  MTWTF	:30	3	\$325.001 \$425.001	0.00 NM	3	\$975.00 \$1,275.00
Start Date   End I	7/12 MTWTF 1/12 Rachael Ray Rachael Ray Pate Weekdays 7/12 MTWTF 1/12 Noon News Noon News Pate Weekdays 7/12 MTWTF 1/12 Days of our Live Days of our Live Days of our Live Date Weekdays MTWTF 1/12 Meekdays MTWTF	Spots/Week 3 CM Spots/Week 3 CM Spots/Week 3 CM Spots/Week 3 es CM	\$450.00 11am-12pm Rate \$325.00 12-1230pm Rate \$425.00 1258p-2pm	Rating 0.00  MTWTF  Rating 0.00  MTWTF  Rating 0.00  MTWTF	:30	3	\$325.001 \$425.001	0.00 NM	3	\$975.00 \$1,275.00

Print Date: 09/25/12 08:19:48 Page 3 of 5

KSNV

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Democratic Senatorial Campaign Comm

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Flight Dates:

09/25/12 - 10/01/12

Estimate:

1848

Ln Ch Star	t End	Inventory Code	Break	Start/End	Time Days	Len S	nots	Rate Pri	Rtg Type	Snots	Amount
E 11 KSNV 09/25	/12 10/01/12	• • • • • • • • • • • • • • • • • • • •	СМ	2pm-3pm	MTWTF	:30	4	\$325.001	0.00 NM	4	\$1,300.00
THE DOCTOR	RS.	The Doctors									
Start Date Week: 09/25/12		<u>Weekdays</u> MTWTF	Spots/Week		Rating 0.00				*		
E 12 KSNV 09/25	/12 10/01/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF	:30	4	\$450.001	0.00 NM	4	\$1,800.00
DR. PHIL <u>Start Date</u> Week: 09/25/12	End Date 10/01/12	<u>Weekdays</u> MTWTF	Spots/Week 4	. —	Rating 0.00						
E 13 KSNV 09/25			HOUR)CM	4-5pm (4:00 PM-4:3	MTWTF	:30	3	\$700.001	0.00 NM	3	\$2,100.00
FIRST NEWS Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/25/12	10/01/12	MTWTF	3		0.00						
E 14 KSNV 09/25		NEWS 3 at 4 (1 l 4PM NEWS (1 ho	•	4-5pm (4:30 PM-5:0	MTWTF 00 PM)	:30	2	\$700.001	0.00 NM	2	\$1,400.00
Start Date		Weekdays	Spots/Week	Rate	Rating						
Week: 09/25/12	10/01/12	MTWTF~~	2	\$700.00	0.00						
E 15 KSNV 09/25		M-F Early News M-F Early News	CM	5-630p	MTWTF	:30	2 \$	31,200.001	0.00 NM	2	\$2,400.00
EARLY NEWS		Madadaya	Constantination	D-4-	D. C						
<u>Start Date</u> Week: 09/25/12	End Date 10/01/12	<u>Weekdays</u> MTWTF	Spots/Week 2	<u>Rate</u> \$1,200.00	<u>Rating</u> 0.00						
E16 KSNV 09/25	/12 10/01/12	M-F Jeopardy M-F Jeopardy	СМ	630-7pm	MTWTF	:30	1	\$900.002	0.00 NM	1	\$900.00
FACE TO FAC											
Start Date Week: 09/25/12	10/01/12	<u>VVeekdays</u> MTWTF	Spots/Week	<u>Rate</u> \$900,00	Rating 0.00						
E 17 KSNV 09/25	/12 10/01/12	M-F Jeop/Wheel M-F Jeopardy/Wi	CM neel of Fortune	630-730pm e	MTWTF	:30	3 \$	1,300.001	0.00 NM	3	\$3,900.00
JEOPARDY Start Date Week: 09/25/12	End Date 10/01/12	Weekdays MTWTF	Spots/Week	<u>Rate</u> \$1,300.00	Rating 0.00						
E 18 KSNV 09/25				730-758pm	MTWTF	:30	4 \$	1,000.001	0.00 NM	4	\$4,000.00
FACE TO FAC		Face to Face w/ .			,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	.00	-ι ψ	1,000.001	O.OO TAIN	7	Ψ4,000.00
Week: 09/25/12	End Date 10/01/12	<u>Weekdays</u> MTWTF	Spots/Week 4	<u>Rate</u> \$1,000.00	Rating 0.00						
E 19 KSNV 10/01	/12 10/01/12	Mon PR 10-11p Monday Prime 10	CM )-11pm	10-11pm	M	:30	1 \$	3,200.001	0.00 NM	1	\$3,200.00
Revolution <u>Start Date</u>	End Date	Weekdays	Spots/Week	Rate	Rating		•				
Week: 10/01/12	10/07/12	M	1	\$3,200.00	0.00						
E 20 KSNV 09/25	/12 09/25/12	Tues PR 8-9p Tuesday Prime 8	CM -9pm	8-9pm	-T	:30	1 \$	4,000.001	0.00 NM	1	\$4,000.00
THE VOICE	F (5.	144							5-		
<u>Start Date</u> Week: 09/24/12	End Date 09/30/12	<u>Weekdays</u> -T	Spots/Week 1	<u>Rate</u> \$4,000.00	<u>Rating</u> 0.00						
E 21 KSNV 09/25		Tues PR 10-11p Tuesday Prime 10	СМ	10-11pm	-T	:30	1 \$	3,200.001	0.00 NM	1	\$3,200.00
PARENTHOO											
<u>Start Date</u> Week: 09/24/12	<u>End Date</u> 09/30/12	Weekdays -T	Spots/Week 1	<u>Rate</u> \$3,200.00	Rating 0.00						
E 22 KSNV 09/26	/12 09/26/12	•	CM	8-9pm	W	:30	1 \$	2,400.001	0.00 NM	1	\$2,400.00
Animal Practice	*		,								
<u>Start Date</u> Week: 09/24/12	End Date 09/30/12	<u>Weekdays</u> W	Spots/Week	<u>Rate</u> \$2,400.00	Rating 0,00						
E 23 KSNV 09/26		<del></del>	CM	10-11pm	W	:30	1 \$	3,200.001	0.00 NM	1	\$3,200.00
									1		

Print Date: 09/25/12 08:19:48 Page 4 of 5

KSNV.

Order / Rev:

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Advertiser:

Democratic Senatorial Campaign Comm

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Product Desc:

Flight Dates:

09/25/12 - 10/01/12

Estimate:

1848

DSCC IE

Ln Ch	Start	End	Inventory Code Wed PR 10-11p	e Break	Start/End	Time Days	Len Sp	ots Rate Pri	Rtg Type Spot	S	Amount
011101			Wednesday Prin	ne 10-11pm							
	30 FIRE			0 4 004 1	B7% &				732		
<u>Sta</u> Week: 09/	rt Date	End Date 09/30/12	<u>Weekdays</u>	Spots/Week		Rating					
	Date Ra		escription		\$3,200.00 <del>t/End Time</del>	0.00	Veekdays	Length Rate	Rtg Type		
			/ed PR 10-11p		1pm	-	W				
Sec	9 MG 23.	.2	·		•			(*-,	, 5,55 ,		
=		- WED 9-11	•						1111		
			/ed PR 9-11p	9-11	pm	-	W	- :30 \$3,200.00	0.00 NM		
_	for 23.1		CUANCE 1								
		/PROGRAM									
E 24 KSNV	09/27/1	2 09/27/12	Thurs PR 8-9p Thursday Prime	CM o one	8-9pm	T	:30	1 \$3,200.001	0.00 NM	1	\$3,200.0
30 Rock	d Up All	Niaht	muisuay Prime	o-abu							
	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					
Week: 09/	24/12	09/30/12	T	1		0.00	1				
E 25 KSNV	09/27/1	2 09/27/12	Thurs PR 9-10p	СМ	9-10pm	T	:30	1 \$3,200.001	0.00 NM	1	\$3,200.0
			Thursday Prime	9-10pm	·			. ,			<b>7</b> - <b>1</b> - 1 - 1
		Recreation									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week		Rating					
Week: 09/		09/30/12	T		\$3,200.00	0.00					
E 26 KSNV	09/27/1	2 09/27/12	Thurs PR 9-10p Thursday Prime	CM	9-10pm	T	:30	1 \$3,500.001	0.00 NM	1	\$3,500.0
THE OF	FICE/ U	P ALL NIGH		a-Tobiu							
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/		09/30/12	T		\$3,500.00	0.00					
E 27 KSNV	09/28/1	2 09/28/12	Fri PR 9-10p	CM	9-10pm	F	:30	1 \$2,600.001	0.00 NM	1	\$2,600.0
			Friday Prime 9-1	0pm	-			, ,			•,
GRIMM											
	rt Date	End Date	<u>Weekdays</u>	Spots/Week		Rating					
Week: 09/:		09/30/12	Sat PR 8-9p	<del></del>	\$2,600.00	0.00		4 44 555 554			
EZO KONV	09/29/1	2 09/29/12	Saturday Prime	CM R-Opm	8-9pm	S-	:30	1 \$1,200.001	0.00 NM	1	\$1,200.0
NBC Pri	ime Enco	ores	Oaturday Filling	3-3pm							
<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week; 09/	24/12	09/30/12	S-	1	\$1,200.00	0.00					
E 29 KSNV	09/29/1	2 09/29/12	Sat PR 9-11p	CM	9-11p	S-	:30	1 \$1,200.001	0.00 NM	1	\$1,200.0
			Saturday Prime	9-1 <b>1</b> pm							1
	ime Enco										
<u>5ta</u> Week: 09/3	rt Date	End Date 09/30/12	<u>Weekdays</u> S-	Spots/Week		Rating					
			Sat PR 9-11p		\$1,200.00	0.00	.00	4 04 500 004	0.00 1114		A /
L OU VOIAA	08/48/1	Z 0312311Z	Sat PR 9-11p Saturday Prime 9	CM 9-11pm	9-11p	S-	:30	1 \$1,500.001	0.00 NM	1	\$1,500.0
NBC Pri	ime Enco	ores	Outarday I fillips	5 TIPIN							
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating			•		
Week: 09/:	24/12	09/30/12	S-	1	\$1,500.00	0.00					
E 31 KSNV	09/30/1	2 09/30/12	NFL Football	CM	1P-9PM	S	:30	1 \$10,000.001	0.00 NM	1	\$10,000.0
			NFL Football								
SUN NT		E-15-1-	367			<b>-</b>					
<u>Stai</u> Week: 09/2	rt Date	End Date 09/30/12	Weekdays	Spots/Week	Rate	Rating					
			News 3 Live in P		\$10,000.00	0.00	-20	4 #4 000 004	0.00 NM	,	A4 222 2
LUE NONV	09/30/1	£ 00100112	News 3 Live in Pi	rime CM	7-10pm	S	:30	1 \$1,600.001	0.00 NM	1	\$1,600.0
NEWS /	AFTER N	NFL							ı		
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating			8		
Week: 09/		09/30/12	S	1	\$1,600.00	0.00					
E 33 KSNV	09/25/1	2 10/01/12	M-F News 3 at E	even CM	11pm-1135p		:30	4 \$1,100.001	0.00 NM	4	\$4,400.0
			M-F News 3 at E		,			. ,			,
	NIGHT			_							
	rt Date	End Date 10/01/12	Weekdays	Spots/Week	Rate	Rating					
Week: 09/2			MTWTF		\$1,100.00	0.00					

Print Date: 09/25/12 08:19:48

KSNV

Page 5 of 5

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Product Desc:

Flight Dates:

Dateline

Week: 09/24/12

Start Date

End Date

09/30/12

Weekdays

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Spots/Week

09/25/12 - 10/01/12

Estimate:

1848

DSCC IE

Ln Ch Start End **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount E 33 KSNV 09/25/12 10/01/12 M-F News 3 at Eleven 11pm-1135pm MTWTF--:30 0.00 NM 4 \$1,100.001 \$4,400,00 M-F News 3 at Eleven **NEWS 3 NIGHTSIDE** E 34 KSNV 09/29/12 09/29/12 Sa-Su News 3 at ElevenCM 11pm-1135pm ----5-:30 1 \$1,100.001 0.00 NM \$1,100.00 Sa-Su News 3 at Eleven **NEWS 3 NIGHTSIDE** Start Date End Date Weekdays Spots/Week <u>Rate</u> Rating Week: 09/24/12 ----S-09/30/12 \$1,100.00 0.00 E 35 KSNV 09/25/12 10/01/12 The Tonight Show CM 1135p-1237a MTWTF--:30 \$750.001 0.00 NM \$2,250.00 Tonight Show TONIGHT SHOW W/ JAY LENO Start Date End Date Weekdays Spots/Week Rate Rating MTWTF--Week: 09/25/12 10/01/12 \$750.00 0.00 E 36 KSNV 09/29/12 09/29/12 Saturday Night Live CM 1130pm-1:02am ----S-:30 1 \$1,400.001 0.00 NM \$1,400.00 Saturday Night Live SATURDAY NIGHT LIVE Spots/Week Start Date End Date **Weekdays** Rate Rating Week: 09/24/12 09/30/12 ----S-\$1,400.00 0.00 E 37 KSNV 09/30/12 09/30/12 Sports Night in Las Vega@M Sun 1135p-1200a -----S :30 \$400.001 0.00 NM \$400.00 Sports Night in Las Vegas SPORTS NIGHT IN LAS VEGAS End Date Rate Start Date Weekdays Spots/Week Rating Week: 09/24/12 09/30/12 \$400,00 0.00 E 38 KSNV 09/30/12 09/30/12 Sun PR 9-10p 9-10pm CM ----S :30 1 \$1,200.001 0.00 NM \$1,200.00 Sunday Prime 9-10pm

Rate

\$1,200.00

Rating

0.00

Totals

\$88,150.00

72